Retailers are increasing their stores revenues, while decreasing their operating expenses … using the MultiFlex RMS System®

3 key operating principles of a Retail Management System for profitable revenue growth

Attention: Retail Business Owners

In our efforts to provide retailers comprehensive solutions to manage and grow their business, MICROHOUSE developed a group of "Programs & Services" under the brand of **MultiFlex RMS System™…** designed to increase profitable revenue growth by:

- reducing operating expense … increase your bottom-line, by having on-the-ready available service/software resources
- increasing productivity … so your stores run with efficient precision, by removing all operational technical issues
- increasing store sales … for profitable revenue growth, with built-in automated sales/marketing system

My name is Roosevelt Michelin with MICROHOUSE SYSTEMS INC (MHS), serving the retail industry for over 15 years, specifically in Fashion, General Merchandise, Books/Music and Health/Nutrition. We've created a unique position in our Industry, in that we've become the standard bearers … using software programs and systems to drive retail store profitability.

In 12 countries and over 2645 installed programs … single to 50 stores … are benefiting from the reliability and flexibility of MultiFlex RMS Systems™

What do companies like ANGL, Si Vous Play Sports, Extreme Clothing, United Colors of Benetton, Pur Denim and Ice Gear **view as important factors** when choosing a Retail Management System?

These are the 3 key points to consider:

- Reliable/Flexible Software … being able to trust and depend on a system to reduce business expenses while increasing profits ... intelligent, accurate and useful reports to support your business decisions
- Secure System … you are building on a strong base that allows you to grow with flexibility to accommodate changes quickly, reliably and economically … while still allowing you complete access to your data at anytime
- Service & Support … access to your own in-house IT department of available pro-active trained RMS expertise

Your organization should subscribe to a program to give you access to timely, accurate, secure and reliable information to help you make good business decisions

So, whether you're using a cash register or hand bills … or currently using an inefficient software system … and looking for an RMS System - we can help you.

The **MultiFlex RMS System™** will help with increased profitability – reduce expenses, while increasing store revenues.

Could A Well Designed Retail Management System REALLY Give You The Business Profitability You Want …

These are the **3** critical factors to consider for **consistent and profitable revenue growth** in retail operations

Critical Factor Number One ... Reliability of the software system to provide detailed reporting to aid in the profitability of your operation … increasing revenues, while reducing operational expenses.

Your software provider should have a proven flexible software system.

It took Microhouse Systems Inc over 7 years and more than 2645 installed programs, to create the **MultiFlex RMS System™**.

The process we used to perfect the system includes:

- Client needs analysis … this is where it all started. Here we clearly define what are the specific requirements of the reports and how you and your staff want them to be visually presented.
- Design … programs are designed with requirements for specific group of retailers. An optimized program for "fashion retailer" is different from a "general merchandise" retailer. MultiFlex was designed with these differences in mind … knowing the need for flexibility to adapt to changes.
- Development … software is developed with enough flexibility to protect and guard your investment against technology obsolescence.
- Test – Test - Test… because MHS wanted to create software that will stand the test of time and a volatile business environment, we made no assumptions based on what we thought should work. We tested and perfected all areas of the program. During those development years, testing was done live at our office and ACTUAL "test-customers".

  NOTE: It is our policy to test all programs we release. Our processes are continually being improved to deliver the reliability we promise.

- Beta Version (various iteration)… we then produce a beta version with real-test-customers using them for a few weeks at their stores, to experience live rendering so we can have TRUE feedback before the system is finally released. This gives our customers the "peace of mind" that all aspects of the program are tested including data synchronization, real-time performance and redundancies, server load processing, new hardware compatibility, integration with accounting program, integration with E-Commerce solutions & payment processors, etc.

And that's only the beginning – because …

MHS has clarity around the importance of Data Integrity to you and your decision making process to ensure your data is correct and trustworthy. The program provides reporting flexibilities to ensure you get what you need at any stage of your business life.

The process is:

- Secure the data … if you opt to choose our managed-services, then your data is stored on state-of-the-art servers in a secure facility – using server software and hardware from trusted vendors such as Dell, Microsoft and HP. You have full access to your data at any time.
- Constant communication with you … from flexible software support and maintenance to taking charge of connecting all your stores & synchronizing data among stores and maintaining database-back-up for each store individually … taking charge of maintaining your data-integrity so you focus of your business profitability.
- Maintenance of database … providing reliable and secure server infrastructure to maintain your database for performance and reliability of data among the chain. This also enables you to rely on advanced reports and protects your data from system hackers.

MultiFlex RMS System™ is reliable and perform to your requirements.

How?MHS schedules and test run the features of all programs in the **MultiFlex RMS System™**…including:

- to see what is missing and what is the right fix
- what are priority protocols of the system for retailers
- is data running and properly synchronized
- etc...

For your system to perform well and be reliable it should include the following:

- Able to provide analytical reporting to support management decisions … monitoring performance for: stores, suppliers, products, staff … including at groupings for categories, sub-categories, seasons, brands, fabrics, etc. to accommodate the best results from inventory and movements of inventory among stores to support their needs.

  An intuitive system to give management finger-tip control, to see what items are moving well and at what margins, so decisions can be made quickly – what items sell well and at what season … in which stores … the inventory turns (per store or geography)

  Others include: returns & exchanges, fraud-controls, loss prevention, staff performance, re-order management, inventory reviews, cycle counts, Integrated E-Commerce, integration with Quickbooks & integration with Credit card systems, etc

- Directs your decision making process … H/O monitors all store-performances including supplier performance, loss prevention, discounts, store transfers, profitability reports and helping them create a balanced inventory, knowing what to buy, when to buy and how much to buy.

- Use built-in reports or create your own reports as your needs demand ... at store level and at head-office.

- Special Reporting - As your needs grow, use Business Intelligence Reporting tool to create your own analytical reports. More than just basic reporting, this gives management finger-tip decision making power.

Microsoft® SQL Server®

The program comes with periodic upgrades and maintenance to ensure the program can continue to deliver value by keeping up with changing requirements.

FACT: MultiFlex RMS System™ is the only RMS program that includes data synchronization services as an additional service to retailers. It represents and our commitment to relieve you from technical issues so you can focus on your business.

Critical Factor Number Two … Security of the data and having confidence the information stored is safely backed- up, accessible and FULLY retrievable by the client in case of emergency.

You've spent time and money building your business and you want to protect and continue to grow your business without the stress of wondering if your critical data is secure. We understand the importance of having ready information for your own decision … accounting compliance or even the true valuation of your enterprise.

The MUltiFlex RMS System™ addresses security by addressing these 3 concerns: where the data is physically stored, the hardware storing the data and the accessibility of the data.

1. First the physical location. MHS stores your data in 2 locations. One is in-house at our corporate office, where data is backed up and stored. Here we build redundancies – meaning your information is never lost, even if the hardware holding the data fails, the redundant server takes care of the process and you still have access to your data.

   The facility is equipped with encrypted secured servers, on Dell Servers with physical monitoring of facility by 24/7 for security purposes.

   NOTE: MHS knows ahead of time if there are any potential issues and will fix before it affects its customers.

2. Second is the hardware storing the data. Your data is stored on secured/protected servers – Microhouse uses reliable suppliers - MS Windows SQL Server 2008 for database and CISCO routers for secured fire-wall – SEE HERE where supplier has to meet industry compliance requirements … industry protocol and compliance is– SEE HERE

   NOTE: Microsoft SQL Server 2008 is a secure and reliable platform for protecting data and for building compliance solutions. Conforming to regulatory legislation often impacts how data is stored and how it is accessed. SQL Server® 2008 provides the capabilities to address organizational needs around regulations such as HIPAA, SOX and PCI.

3. And the last is accessibility to data**.** Based on your business requirements– MHS provides you with access accordingly. Each user group is assigned a password and accessibility – that control access level, that are highly configurable.

To ensure full compliance to your requirements, access rights are programmed, defined and configured into the system and assigned at the head office by your systems administrator and we can help if required.

There is added security, because H/O can see who accessed specific data, and can confirm changes of values for past and present based on staff accessing the system.

Its Good To Know: Your data is secure and retrievable at will … giving you reliable information to support and grow your business

Critical Factor Number Three … The third factor to consider as you look for a Retail management System is Service Support and Coaching to **plan, implement and continually support** the system in your operation.

When you consider companies like Southwest Airlines, words like lunacy and fanatics comes to mind.

Why?

Because they have an attitude that they are in the customer service business … and the vehicle just happen to be airline travel. They do the most unusual things to create pleasant experiences for their customers. But it all starts with their staff – empowered to act on behalf of the company to provide exceptional service experiences.

At MHS we strive to be the Southwest of the retail software industry – in that our support team has a clear focus on making your experience pleasing.

Here's how we accomplish that:

MHS adopts a Planned Schedule, once you sign on to the program. Here we review to clearly understand your current position and highlight your planned store operation objectives. We then schedule an implementation plan, based on your operational priorities.

This process will be reviewed with your management every 6 month to see what value the system can add to meet your profit objectives.

The support implementation details include:

- Review as a "gap-analysis" to understand the shortcomings and where we should be after the implementation.
- Preparations and training … we will remotely connect to your hardware machine using a program called Team Viewer, to and guide you through the process, as if we were right there beside you . This is one tool we use to make communication easy and reliable ... including immediate remote access and support
- Video clips to support the preparations and training reviews.
- Your ONLINE user manual … the focus here is ease of use for you and your staff - training references and help tips
- Physical site visits (where needed) … in some case the training is done at your facility
- Real-time access for you to be able to do your work from anywhere
- Marketing automation program to retain current clients, increase revenues per current clients and increase store revenues with increased foot traffic
- E-Mail communication to stay connected and pass on valuable information
- PDA/Blackberry/Phone support
- After hours support available

Training is done on two levels:

- Head Office … back office operations – receiving, tagging distribution, monitoring performances, replenishment management and reports. All this can be done under 10 hours.
- Stores … POS functions including inter-store-back-office functions, such as transfers, orders, counts, reports and more… done in less than 4 hours.

MHS programs are optimized for your needs specific to the way you work. There are different programs for each type of retail segment ... including optimized services to keep your operation functional.

MHS Staff Training and Development – MHS has competent technical support staff on board (Moe and his service support team has an average tenure of 8 years) … able to train you and your staff and quickly make your operational staff compliant.

Training is on how to use the system and we take care of all other technical concerns as part of our customer support.

MHS support program provides the means to maintain "live" connection to your station allowing us to extend immediate support if and when such is required. All you have to do is ask … we're able to see what your users see on their terminals, so training is visually live … like face to face.

To ensure proper installation and performance requirements, the support program includes a 30 day follow up, and subsequent quarterly follow up - poll feedback/ proactive surveys on the system … including suggestions and feed-backs coming from you and your staff for future improvements and upgrades.

But training and support is on-going … our team is continually being trained on service skills, system updates, industry changes and compliance, business logic, etc… with a core emphasis on making your experience with MHS pleasant and rewarding.

About Microhouse & the MultiFlex RMS Programs:

Microhouse Systems Inc creates, installs and supports Retail Management Systems for retailers ... in Fashion, Media, Accessories & General Merchandise and Nutrition stores.

Retail Business Owners on 4 continents view us as their trusted source for Retail Management Systems. Whether you're a single store owner or a multi-store retailer ... the MUltiFlex RMS System™ is a trusted option.

We've installed and currently supporting more than 2,545 RMS Systems in North America, UK, Asia, Australia, New Zealand ... guaranteeing you a system that ACTUALLY works, because its tested and proven.